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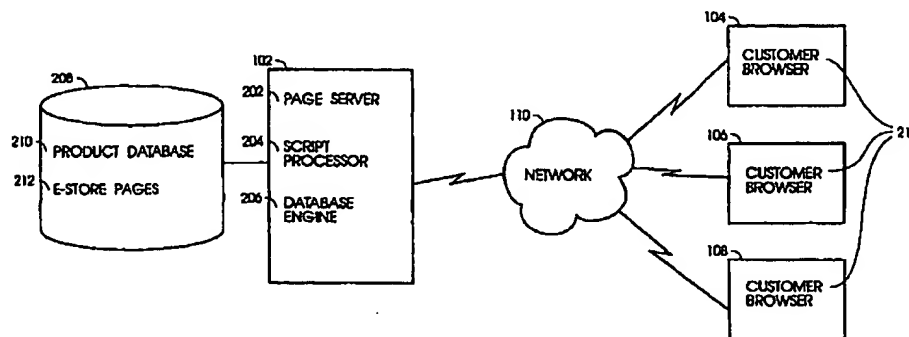
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(54) Title: SYSTEM AND METHOD FOR BROWSING AND COMPARING PRODUCTS



(57) Abstract: A system and method permit a user to browse and compare products of a merchant using information about a competitor. In one embodiment of the system and method, a page server serves a competitor electronic page to a customer browser which permits the user to select a competitor. The competitor electronic page includes a hyperlink having a manufacturer ID parameter, which hyperlink, when selected, issues a request to the page server for competitor product information. The request includes the manufacturer ID. Responsive to that request, the page server uses the manufacturer ID to form a query to present to a product database having competitive product information, manufacturer information, product information and associations between that information. A database engine processes the query and returns records satisfying the query. The records are used to construct a competitor product electronic page permitting a user to select a competitor product. The page server serves the competitor product electronic page to the customer browser.

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# INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER  
IPC 7 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the International search (name of data base and, where practical, search terms used)

EPO-Internal, INSPEC, PAJ, IBM-TDB

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 98 21679 A (MICROSOFT CORP) 22 May 1998 (1998-05-22) abstract; figures 1-3 page 2, line 16 -page 3, line 19 page 9, line 1 -page 10, line 14 page 10, line 26 -page 12, line 32 page 14, line 1 -page 15, line 13 ---	1-14
Y	US 5 710 887 A (DELLAR CARL ET AL) 20 January 1998 (1998-01-20) abstract; figures 1,2 column 3, line 19 -column 4, line 26 column 6, line 26 -column 7, line 63 column 9, line 49 -column 12, line 17 column 13, line 20 -column 15, line 41 --- -/--	1-14

☒ Further documents are listed in the continuation of box C.

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A	SEACHRIST D: "Hanging out an Internet shingle" BYTE,US,MCGRRAW-HILL INC. ST PETERBOROUGH, vol. 22, no. 4, April 1997 (1997-04), pages 136-140, XP002100170 ISSN: 0360-5280 * Features table in page 139 * * High-End Commerce Servers box in page 140 * ---	1,7,11, 14
A	BRUNO L: "DYNAMIC DIVIDENDS" DATA COMMUNICATIONS,US,MCGRRAW HILL. NEW YORK, vol. 26, no. 15, 1 November 1997 (1997-11-01), pages 101-104,106,10, XP000721204 ISSN: 0363-6399 page 102, column 2, line 1 -page 103, column 3, line 50 page 104; figure 1 ---	1,7,11, 14
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